

# **A STUDY OF E COMMERCE**

**Dissertation Submitted to P.G. Department of Commerce,  
Berhampur University as a part of the curriculum of M.COM  
(COMM C402) in partial fulfilment of the degree**

**Submitted by:**

**SUBHRAJYOTI PARIDA  
ROLL NO - 23COMM003  
REGISTRATION NO - 20065/2020  
SESSION – 2023-25  
MASTER OF COMMERCE**



**Under the Guidance**

**Dr PINKI RANI DEI  
Assistant Professor  
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**GOVERNMENT SCIENCE COLLEGE,  
CHATRAPUR**



## DECLARATION

I do hereby declare that the dissertation entitled “E COMMERCE” “submitted by me as a partial fulfilment of the requirements for the degree of master of Commerce, to Berhampur University. It is the original piece of research and work done by me under the guidance of Dr. PINKI RANI DEI as my faculty guide and has not been submitted to any university/ institution for the award of any other degree elsewhere in full or in part.

Date: 2/5/2025

Place: Chatrapur

SUBHRAJYOTI PARIDA

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**Dr. Pinki Rani Dei**  
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### **CERTIFICATE**

This is to certify that the dissertation entitled “**E COMMERCE**” is a record of Bonafide research work carried by Dr. Pinky Rani Dei under my supervision and guidance. It embodies the result of his original contribution. The dissertation has reached the standard of fulfilling the requirements of relating to the **Master of Commerce**, Government Science College, Chatrapur. No part of this research has been submitted to any other university/Institution for the award of any degree.

**Date:** 2/5/2025

**Dr. Pinki Rani Dei**  
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# **IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR**

**Dissertation Submitted to P.G. Department of Commerce,  
Berhampur University as a part of the curriculum of M.COM  
(COMM C402) in partial fulfilment of the degree**

**SUBMITTED BY**

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**SESSION- 2023-2025**

**MASTER OF COMMERCE**



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CHATRAPUR**



## DECLARATION

I do hereby declare that the dissertation entitled "Impact of digital marketing on consumer buying behaviour" submitted by me as a partial fulfilment of the requirements for the degree of master of Commerce, to Berhampur University. It is the original piece of research and work done by me under the guidance of Dr. PINKI RANI DEI as my faculty guide and has not been submitted to any university/ institution for the award of any other degree elsewhere in full or in part.

Date: 02.05.2025

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## CERTIFICATE

This is to certify that the dissertation entitled “Impact of digital marketing on consumer buying behaviour” is a record of Bonafide research work carried by Dr. Pinki Rani Dei under my supervision and guidance. It embodies the result of his original contribution. The dissertation has reached the standard of fulfilling the requirements of relating to the Master of Commerce, Government Science College, Chatrapur. No part of this research has been submitted to any other university/Institution for the award of any degree.

Date: 2.05.2025

  
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# The Role of Technology on Modern Accounting Practices

Dissertation Submitted to P.G. Department of Commerce,  
Berhampur University as a part of the curriculum of M.COM  
(COMM C402) in partial fulfillment of the degree

Submitted by:

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## DECLARATION

I, **ARPITA DASH**, hereby declare that the project report titled: **"The Role of Technology on Modern Accounting Practices"** is a record of my original work carried out under the guidance of **"DR. PINKI RANI DEI"**, Associate Professor of Department of Commerce, Govt. Science College, Chatrapur . This project has been completed in partial fulfillment of the requirements for **"Master of Commerce"** during the academic year 2024-25.

I further declare that this project has not been previously submitted to any other institution or university for the award of any degree, diploma, or certificate.

All sources and data used in this report are duly acknowledged, and the information provided is true to the best of my knowledge.

Date: 02/05/2025

Place: Chatrapur

Name : Arpita Dash  
Roll Number : 23COMM108

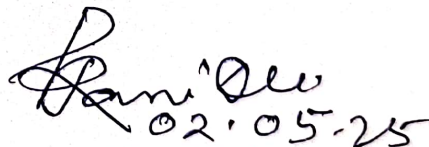
Arpita Dash

## CERTIFICATE

This is to certify that the project report titled: "The Role of Technology on Modern Accounting Practices" is a **bonafide work** submitted by "Arpita Dash", Roll No. 23COMM108 in partial fulfillment of the requirements for the course of 'Master of Commerce' under the guidance of "Dr. Pinki Rani Dei", and was submitted during the academic year 2024-25.

This project represents my original work and has not been submitted elsewhere for the award of any degree or diploma.

Date: 02/05/2025

  
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